



News Release

For Immediate Release
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Sixty Youth Vie for Top Honors at Truth Extreme Games

(Salt Lake City, UT) – As part of their efforts to continue encouraging Utah's youth to stay tobacco free, the Utah Department of Health's Truth Campaign and the Phoenix Alliance are teaming up with Clear Channel to sponsor the Truth Extreme Games, where hundreds of youth contend in a series of challenging competitions. This Saturday, June 28, more than 60 youth 18 and under will compete in the Truth Extreme Games Finals, at Lone Peak Skate Park, 10145 South 700 East, Sandy. The event includes BMX finals at 10 a.m., in-line skating at noon, and skateboarding at 2 p.m. The public is welcome to attend the free event.

According to Phoenix Alliance member, 19 year-old Jon Speroni, "The Phoenix Alliance, Utah's Anti-tobacco Revolution, is a group of Utah teens fighting the tobacco industry because they don't want to be manipulated anymore. The truth about tobacco is that most teens who smoke want to quit and wish they'd never started. Besides, most teens won't date someone who smokes."

"The Truth Extreme Games are exciting and informative events for Utah youth," says Marci Nelson, Utah Department of Health's Tobacco Prevention and Control Program. "Our Phoenix Alliance youth are educating their peers about the dangers of using tobacco, and we are providing events that emphasize living a healthy lifestyle."

Nelson says recent studies show thrill and sensation seeking personality types in adolescents lead to higher levels of tobacco dependence. Sponsoring exciting events for youth enables the Phoenix Alliance to expose at-risk youth to tobacco prevention messages. More than 300 youth and adults have attended the four previous competitions.

On Saturday, 94.9 ZHT and Channel 105.7 radio stations will provide live coverage of the games and the Phoenix Alliance will give away prizes to the public.

For more information visit www.utahphoenixalliance.org or call Katie Wayment at 801-538-6338.

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